

## Building a Collection-First Women's Fashion Ecommerce Platform from Scratch

**Client:** Raaya Official

**Collection Highlight:** Printkaari by Raaya

**Industry:** Women's Fashion / Eastern Wear

**Platform:** Ecommerce Website **Services Provided:**

Website Strategy · UX/UI Design · Ecommerce Development · Collection-Based Navigation · Visual Storytelling **Overview**

Raaya Official partnered with Dijoan to **build its ecommerce presence from the ground up.**

The brand needed a website that could:

- Launch its collections digitally
- Reflect its feminine, soft, and premium design language
- Support storytelling alongside commerce
- Feel editorial, not transactional

There was **no existing website** — the digital experience had to be designed, structured, and executed entirely from scratch.

---

### The Challenge

Starting from zero meant every decision mattered:

- Defining how collections should be experienced online
- Designing a homepage that introduces the brand and sets emotional tone
- Structuring product discovery without overwhelming the user
- Ensuring the website could support future launches and growth
- Balancing aesthetics with ecommerce functionality

The goal was to **create a fashion destination**, not just an online store.

---

### The Strategy

Dijoan approached Raaya as a **collection-led fashion brand**, not a SKU-led ecommerce project.

**Strategic Focus Areas:**

- Build a strong brand introduction through immersive visuals
- Design a calm, breathable layout suited for women's fashion
- Create clear navigation paths from campaign imagery to products
- Highlight individual articles while preserving collection harmony
- Ensure scalability for future collections

---

### Execution Brand-First Homepage Experience

- Large hero sections introducing Printkaari as a story
- Editorial imagery to establish mood, softness, and identity
- A scroll-based experience that feels fluid and intentional

---

### Collection-Driven Product Discovery

- Dedicated sections for Printkaari articles
- Clean product cards with clear pricing and visuals
- Layout designed for exploration, not rushed buying

---

### Visual & UX Design Language

- Soft color palette aligned with Raaya's design ethos
- Balanced spacing and refined typography
- Emphasis on fabric flow, print details, and craftsmanship

---

### Ecommerce Built for Fashion

- Smooth navigation across collections and articles
- Clear CTAs without disrupting visual harmony
- Mobile-first experience tailored for fashion browsing

---

### Results & Impact

The website successfully launched Raaya's digital presence with:

- **A fully branded ecommerce platform built from scratch**
- Strong collection storytelling through immersive layouts
- Comfortable, intuitive browsing experience for customers
- Clear product visibility without visual clutter
- A scalable foundation for future collections and campaigns

The platform now functions as **both a brand showcase and a commerce engine**.

---

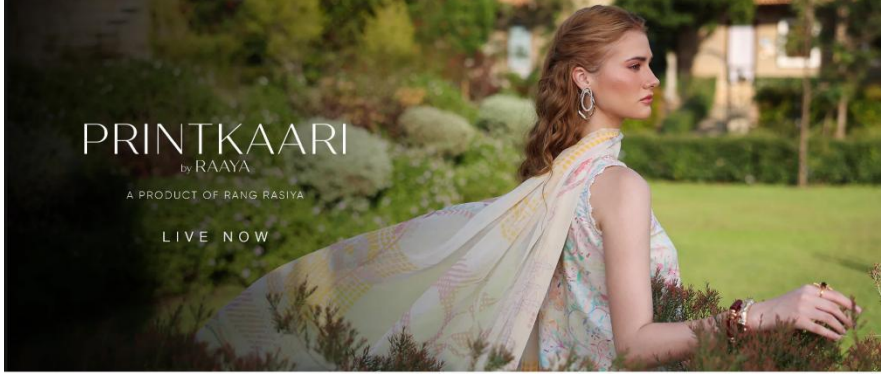
### What This Project Achieved

- Established Raaya Official's digital identity
- Enabled collection launches through ecommerce
- Created a premium, feminine online experience
- Set a strong foundation for long-term brand growth

---

### Client Outcome

Dijoen helped Raaya Official enter the digital space with confidence — delivering a **collection-first, fashion-focused ecommerce platform** that reflects the brand's design philosophy and supports future growth.



PRINTKAARI

SHOP BY LOOK



IVORIA  
Rs. 6,795.00



VELOKA  
Rs. 6,795.00



CELESTE  
Rs. 6,795.00



Valera  
Rs. 6,795.00



Celeste  
Rs. 6,795.00



Calista  
Rs. 6,795.00



Elysia  
Rs. 6,795.00



Ivoria  
Rs. 6,795.00

RAAYA STYLE FEED



JOIN OUR NEWSLETTER

Email  →

CAN WE HELP YOU?

SEND EMAIL  
[myprintkaari@gmail.com](#)  
 CALL US - +91 202 863 3445  
 MONDAY TO SATURDAY 10:00 AM to 6:00 PM

CATEGORIES

PRINTKAARI '24  
 SUMMER  
 SHOP ALL

INFORMATION

CONTACT US  
 RETURNS & EXCHANGE  
 DELIVERY & SHIPPING INFORMATION

USEFUL LINKS

FAQS  
 PRIVACY POLICY

